



THREE RINGS

THE BALLANTINE NEWSPAPER



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P. BALLANTINE & SONS

May 1960

BALLANTINE THANKED FOR HELP TO FIRE VICTIMS

Fire Story on Page 3

USBF Sponsors TV Show June 2

Story on Page 2



Statesman Ballantine President Carl W. Badenhause is shown receiving "Business Statesman of the Year" award presented to him last month by the Sales Executives Club of Northern New Jersey. From left are: Robert Guthmuller, S.E.C. President; Mr. Carl; Gordon Bass, S.E.C. Awards Committee Chairman and Newark Mayor Leo P. Carlin. Story on page 3.

Appreciation Councilman Philip E. Gordon, (➤) right, representing Newark's governing body, is shown presenting Ballantine Vice President John E. Farrell a framed copy of the resolution adopted by the Newark Council following the fire near the brewery last month. The resolution contained official thanks to the brewery and employees for assistance to fire refugees.



PINPOINTED...

Up The Ladder

Promotions in the news . . . *Francis Meister* from supervisor 1 to Supervisor 2 in the Brewing Department . . . *Madeline Husvar* from stenographer-clerk to Secretary in the Industrial Relations Department . . . *Robert B. Hornbrook* from merchandising representative to Field Salesman . . . *John P. Hassen* from messenger in the Credit Department to Clerk in the Service Department . . . *James P. Hummel* from draught salesman, N. J. Local Sales Division to District Sales Manager in the Southern Division . . . *John F. Holiben* from relief salesman to Draught Salesman . . . *Raymond E. Lunney* from relief salesman to Route Salesman . . . *George Lindeberg* from merchandising representative to Route Salesman and *Peter Gherardi* and *Terry Polito* from supervisor trainee to Supervisor 1 in the Warehousing Department.

* * *

Completes Cruise

Leon Cymansky, Plant Engineering Department supervisor, recently completed a two-week Naval training cruise in the Caribbean area aboard the "Randall" . . . Leon took the cruise in conjunction with Military Sea Transport Service . . . His stops were Bermuda, San Juan, Cuba and Panama.

* * *

Says Thank You

Payroll's *Rose Lind* last month sent a letter of appreciation, addressed to Mr. Carl W. Badenhausen, in which she expressed thanks for the benefits of the Ballantine Plan . . . In her letter she said: "Once again, unfortunately, I have been the recipient of the 'Ballantine Plan.' I'm certain all of us, (employees) underestimate the true value of this excellent plan, until such time when illness strikes, and one is too sick to cope with money matters along with our ills. How comforting to know the Three Ring Plan is there, to the rescue, to see us through the crisis. Looking back now, with full realization, it meant half the battle was won from the start, for who could 'afford' a 'major operation', minus the plan! It isn't possible for me to fully express my gratitude toward 'your forethought' in organizing such a plan. The Newark Evening News sums it up very well for me, tonight, in the article, 'Ike Joins Tribute to Badenhausen' as 'Business Statesman of the Year,' for 'your successful life of service to your company and community.' To which I'd like to add my 'congratulations' and say, very simply, 'thank you.'"

* * *

Still Time

There's still time for persons interested to get tickets for the Ballantine Anchor Club's annual bus ride to Yankee Stadium . . . The affair is set for June 11th and the Yanks will play host to the Cleveland Indians that day . . . Tickets are on sale now . . . *Ray Ponzine* is committee chairman.

* * *

Modernization

The conveyor system in the Plant 2 shed is being completely modernized . . . The "shed" is used for unloading and storing empties returned from the trade, and the later feeding of these empties to the Plant 2 Bottle House via conveyors . . . When the original conveyor system was installed about ten years ago, a rather elaborate system was required . . . Since that time we have converted almost all of our packages to open top (rather than closed top) cartons which require less sorting . . . This, plus other factors, makes possible a simplification of the old conveyor system, and that's what is taking place in the modernization work . . . The modernization will also provide for increased storage facilities in this area and in addition will make the entire operation more efficient.

* * *

Elected Committeemen

Payroll's *Robert Elliott* and Brewing's *Edward P. Kinsella* were successful in their quest for election to committeemen posts in their respective communities last month . . . Elliott was elected by a 2-1 vote in the 14th District of Carteret, and Kinsella, unopposed, was victorious in Brick Township.

* * *

Bottling Notes

The Plant 1 Bottle House's Unit 6 has been modified so that it can now run both steinies and one way pints . . . Previous to the modification two separate lines were necessary . . . Being able to run both steinies and pints on the one line results in operational savings and virtually retires another of our older bottling units . . . A new labeler has been added to Plant 1's unit 9 P . . . The new labeler brings the total to five now in service on the unit, resulting in an easier and better operation.

* * *

Appointed

Joe Vecchione, Editor of Three Rings, has been named to the Board of Directors of the American Association of Industrial Editors . . . Joe is a former Vice President, and is presently a Director, of the New Jersey Industrial Editors Association.

* * *

Retire

Best of luck and good wishes go from all of us to *John Waltner*, *Matthew Garrett*, *James F. Smith*, *Joseph Besiadecke*, and *Treadwell A. Sands*, who retired at the end of last month . . . John Waltner, Joe Besiadecke, Matthew Garrett and Jim Smith, are all members of Ballantine's Quarter-Century Club . . . Besiadecke and Waltner were Bottle House men, Matthew Garrett was a Bar Attendant, Jim Smith was in the Sales Department, and Treadwell Sands was a Warehouseman.

April Awards Honor 1065 Years of Service

A total of 1065 years of Ballantine service was honored last month as 16 men joined the Quarter-Century Club ranks and 49 other employees reached five, ten, fifteen or twenty year anniversaries.

The 25-Year men include:
Andrew DeLuca, Bottle House
Arthur E. Dumas, Bottle Driver
Matthew Garrett, Bar Attendant
James Greenwald, Warehouse
John Haselmann, Bottle House
Machinist
Lawrence Heim, Bottle Driver
Otto Leissing, Bottle House

Dinner May 17th

The annual 25-Year service awards dinner, combined with the yearly Quarter-Century Club meeting, will be held on May 17th in the company cafeteria. All Ballantine employees reaching 25-year anniversaries in 1960 will receive their Q-C awards at this affair.

Robert Miller, Warehouse
Rudolph P. Munz, Supervisor of Employee Benefits, Industrial Relations
Edward Murray, Bottle House
George Nitolo, Bottle House
Erick Philipp, Brewery
Harry H. Reiss, Bottle House
John E. Roland, Bottle House

Emanuel M. Seigendorf, Draught Driver
Chester Thomas, Bottle House

The 49 service pin recipients in April were:

20 Years

Robert M. Ball, N. J. Draught Sales
Walter F. Bauer, Manager of Group Promotions, Sales
Edward Blatt, Bottle Driver
Frederick E. Dacey, Credit, N. Y. C. office
Charles H. Fastnacht, Bottle Driver
Philip Foer, Guard
Stanley Godleski, Bottle Driver
Frank Hilton, Bottle Driver
Michael Kiselyk, Purchasing
Alfred J. LaLevee, Bottle Driver
Edmund Matusiak, Bottle Driver
George Reiss, Yard
Louis J. Simonet, Jr., Bottle Driver
John Slater, Bottle Driver
August J. Spiegel, Bottle Driver
Casimir L. Stark, Bottle Driver
Frederick C. Warren, Garage

15 Years

Bolly Bonk, Yard
Alexander S. Davis, Warehousing Supervisor
John Dobransky, Garage
Kurt F. Hartmann, Brewery
John Kosty, Brewery
John J. Luby, Brewery
Edward S. O'Kunak, Yard

Frederick A. Proper, N. Y. C. Bottle Sales

10 Years

Peter Beirne, Bottle Driver
David Bradford, Bottle Driver
Earl L. Carter, Bottle Driver
Michael Curtin, Bottle Driver
Harry A. Degnan, Bottle Driver
Benjamin Feldheim, Bottle Driver
Harry Finnigan, Bottle Driver
Joseph Gesumacia, Bottle Driver
Joseph A. Lyman, Bottling Supervisor
Michael Martino, Bottle Driver
William Null, Bottle Driver
Joseph E. Paletti, Bottle Driver
George Peck, Bottle Driver
Stanley C. Piehler, N. Y. C. Bottle Sales
William Roche, Bottle Driver
Leon Stewart, Bottle Driver
Harry R. Wagner, Bottle Driver

5 Years

Vincent Florio, Bottle Driver, Tillson Branch
Caroline D. Lapp, Credit
Raymond W. Layaou, Warehouse, Albany Branch
Hayward D. Miller, Field Salesman
Helen D. Miller, Merchandising
Andrew J. O'Connor, Jr., Industrial Relations
Paul E. Storin, Display Supervisor, Advertising

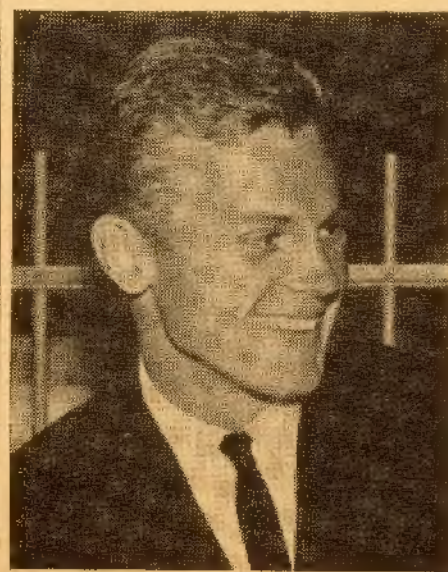
INDUSTRY NEWS

"Summer On Ice" TV Show June 2



Gisele MacKenzie

A singing actor who can skate, a vocalist who plays the violin and an actor who plays a suave detective, will star along with the Ice Capades troupe comprised of the world's best ice skaters in Summer On Ice — 1960, an hour-long special in color, sponsored by the U. S. Brewers Foundation, to be seen at 9:30 P.M. (EDT), Thursday June 2, over NBC-TV.



Tab Hunter

Tab Hunter, Hollywood actor who is also a near-professional ice skater, and Gisele MacKenzie, Canada's gift to American show business, will join with actor Craig Stevens, the Ivy League-dressed, crewcut private eye of TV fame, who will act as host for the sensational ice show.

Ronnie Robertson, described as the "human blur", the fastest man on ice, and the world's greatest free style ice skater, will be among the many Ice Capades stars who will supply thrills and excitement for the spectacular Summer On Ice — 1960 show.

Last year's Summer On Ice spectacular, also sponsored by the USBF, was hailed by critics and viewed by many millions. Don't miss this year's show on June 2nd.

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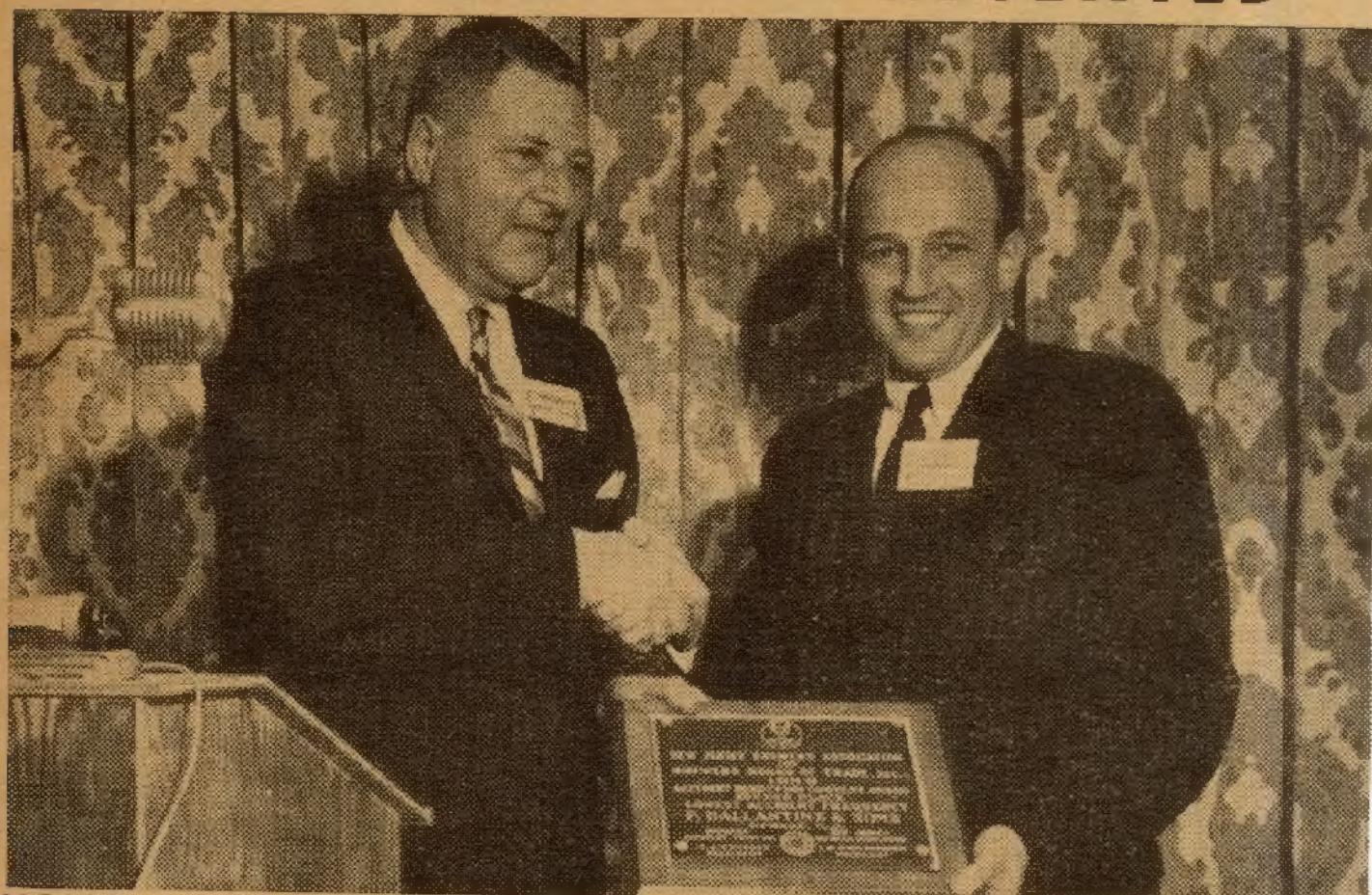
Support

Again this year, Ballantine is supporting the May observance of National Tavern Month in our television and radio advertising. Throughout this month, audiences will hear and see special Ballantine sponsored Tavern Month messages.

The estimated audience for these messages is 59,700,000 persons. This includes viewers of our "Shotgun Slade" and "Johnny Midnight" TV shows, viewers and radio listeners of Ballantine sponsored Yankee game broadcasts, and TV and radio fans of Philadelphia Phillies play-by-play descriptions, also sponsored by Ballantine.

This support of National Tavern Month is considerable. To make it even better why not visit your local tavern and bring Tavern Month greetings in person? Taverns are great Ballantine customers and deserve our salute both as a company and as individuals.

SAFETY AWARD PRESENTED



HONOR — Al Miller, right, of the Plant Safety Committee, is shown accepting second place, 1959 Lowest Accident Frequency Contest Award, presented to Ballantine by the New Jersey Brewers Assn., and the Brewers Board of Trade Inc. The presentation was made by Brewers Board of Trade Vice-President Thomas Liebmann at awards-dinner last month.

A Service For You

Don't look now but the outdoor season is here.

And with it comes all the joys connected with cookouts, outdoor parties, backyard gatherings and the like. Imagine the delicious aroma of charcoal broiled steaks, hamburgers, hot dogs, or whatever your favorite, combined with the tantalizing goodness of Ballantine Ale or Beer poured sparkling fresh right from the keg in your own backyard.

To help make that picture come true, an expanded service is now available *free* to all employees. The right draught dispensing equipment for your cookout, party, etc. is yours to borrow. This equipment insures that every glass of Ballantine you pour will have all the special, zesty flavor we brew into it here at the brewery.

Here's all you do to get the draught dispensing equipment you need. Call the Group Promotions Division of the Sales Department, at extension 581. Give your name and the date you need the equipment. You'll be told what time you can pick it up at Central Receiving located on Freeman Street near Raymond Boulevard. With the equipment you'll find easy to follow instructions. That's all there is to it, except of course ordering your draught Ballantine from your local source of supply. Group Promotions will also be glad to give you helpful suggestions to make your affair a success.

One last thought, while we're talking about enjoying the outdoor season, remember, Ballantine is prepared to handle large affairs, both indoor and outdoor, such as outings, dances, organizational parties, church or civic functions etc. If you know of any such affair pass the information along to Walter Bauer in charge of the Group Promotions Division. His extension is 526.

Mr. Carl W. Badenhaus Business Statesman

Ballantine President Carl W. Badenhausen was named "Business Statesman of the Month" by the Sales Executives Club of Northern New Jersey.

He was honored on his selection at a luncheon at the Robert W. Guthmuller Club where top ranking business executives, including 72 corporation presidents,

Robert W. Guthmuller, President of the Sales Executives Club, presented Mr. Badenhausen with an illuminated scroll as the large audience applauded. Mr. Guthmuller pointed out that Mr. Badenhausen was selected for the Statesman of the Year award because of his outstanding business career and his keen interest in civic activities.

In his acceptance address, Mr. Carl spoke on public relations, the importance of salesmen being public relations minded, and the public relations assistance sales personnel get and need from employees in all departments.

"We hear and read a lot these days about the Corporate Image," he said. "No one has ever been able to define it completely, but to me it is the sum total of how we look to others. We create an image — good or bad — through our advertising, public relations, community rela-

Congratulations From Ike

President Dwight D. Eisenhower joined in congratulating Ballantine President Carl W. Badenhausen on his selection as "Business Statesman of 1960." President Eisenhower offered his congratulations and best wishes to Mr. Carl in a telegram read at the luncheon.

tions and through thousands of day-to-day personal contacts.

"Even our employees exert a strong influence today," Mr. Carl added, "because each of us carries home with him a feeling about the company he works for. This feeling inevitably rubs off on our friends and neighbors. If it is a good feeling, we help create a good image. If it is poor, our image certainly is not enhanced. I have always believed personally that in return for

JOURNEY HELD

Five Earn Awards in Golf Tournament Flights

Pete Galioto, Iggy Kalinowski, Stan Krok, Frank Sowinski and Ken Bott won honors in their respective Flights in the annual Ballantine Employees' Spring Golf Tournament last week.

Galioto captured both low gross and low net in the A Flight of the tournament. His low gross score was 75, and low net 70. He added to his honors by finishing first in the long drive contest with a 246-yard blast.

Kalinowski's 85 won him low gross in the B Flight, while Krok, with a 65, had the best low net score. In the C Flight, Sowinski won low gross with a 105 and then tied with Ken Bott for low net with a 73.

Bob Cryan won the hole-in-one contest with a shot that landed seven feet, eight and a half inches from the cup. William Glancey won the putting contest with an 11.



EARLY STARTERS — The first foursome to tee off from the front nine in the golf tournament consisted of, from left, Walter Hoelderlin, Leonard Clifton, James Carovillano and Joseph Sporczyk.

"LIVALY ONES" TEAM GIRLS' BOWLING CHAMP

The "Livaly Ones" bowling squad, composed of Captain Pat McCann, Barbara Mignone, Gerry Percell, Irene Drobish and Madeline Husvar, has captured the Girls' Bowling League championship.

The "Kooler Kegs" and "Livaly Hops" teams tied for second place.

Helen Miller, Lenore Gilbert,

Alicia Chapman and Marge Aragona are on the Kooler Kegs combine, while Dot Kuczynski, Millie D'Alessandro, Delores Ilaria, Carolyn Stachnik and Pat McCusker compose the Livaly Hops team.

Awards will be presented at the Girls' bowling banquet later this month.

Employee Rolls 300 Game

Ballantine Merchandising Representative Bob Waselewski made bowling history and local sports headlines in Towanda, Pennsylvania last month when he rolled a 300 game at a Towanda bowling alley.

Bob took part in an "open bowling" night at the alley and had spectators at the edge of their seats as he neared and finally achieved the 300 game. Bob, 26, had a 183 average in two bowling leagues last year. He lives in Jackson, Michigan.

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Plant Reporters

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